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ADVERTISING AND MEDIA RESEARCH

Agendas and Consumer Choice, JOHN R. HAUSER, August, 199–212.

See "Buyer Behavior"

Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, C. WHAN PARK and S. MARK YOUNG, February, 11–24.

Past research has examined the effect of level of involvement (high vs. low) on subjects' reactions to persuasive communications. The authors suggest that high involvement can be differentiated into two types (cognitive vs. affective). By manipulating involvement level and type (low involvement, cognitive involvement, affective involvement), they show that the three different forms of involvement have different effects on how brand attitudes are formed. They also examine how music, as a peripheral persuasion cue, affects the process of brand attitude formation. The results indicate that the effect of music on brand attitude depends on the type and level of involvement. Music had a facilitative effect on brand attitude for subjects in the low involvement condition and a distracting effect for those in the cognitive involvement condition; its effect for those in the affective involvement condition was not clear. Alternative explanations of these results are offered and implications for advertising research are discussed.

Effects of Television Commercial Repetition, Receiver Knowledge, and Commercial Length: A Test of the Two-Factor Model, ARNO J. RETHANS, JOHN L. SWASY, and LAWRENCE J. MARKS, February, 50–61.

The authors review the two-factor elaboration model of message repetition effects and report a study of the model's applicability to new product advertising. The study findings do not support the hypothesized inverted-U relationship between repetition and attitude toward a novel commercial and product. However, the underlying processes of learning, tedium arousal, and elaboration were observed. Viewer knowledge and commercial length did not moderate these processes.

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August, 291–297.

See "Econometric Models"

Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, November, 379–386.

See "Econometric Models"

Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising, LAKSHMAN KRISHNAMURTHI, JACK NARAYAN, and S. P. RAJ, November, 337–345.

The authors study the buildup effect of increased advertising using time series intervention analysis. The data are from an ADTEL field experiment with test and control panels connected to a split-cable TV system. Use of the control series in the analysis depends on the nature of the relevant external factors. If these factors are purely unmeasured, the control series is included as a covariate, resulting in a single-input transfer function-intervention model. If there are also measured external factors, a multiple-input model results. A careful analysis of the increased advertising shows that the buildup effect is immediate with a duration of the order of the purchase cycle.

"Leveraged" Decision Making in Advertising: The Flat Maximum Principle and Its Implications, DONALD S. TULL, VAN R. WOOD, DALE DUHAN, TOM GILLPATRICK, KIM R. ROBERTSON, and JAMES G. HELGESON, February, 25–32.

The relationship between advertising and sales revenues has been the focus of numerous empirical annd conceptual studies. Guided by past empirical works and using calculated values, the authors examine the implications of three advertising-to-sales response functions. The research findings are discussed in terms of advertising budgeting and future research on advertising effects. Noting four qualifications to their findings, the authors suggest that, within the bounds of the normative models and specific parameters ex-

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amined, overadvertising could cost very little in foregone profit and may result in appreciable sales gains.

Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August, 298–304.
See "Econometric Models"

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May, 130–143.

Attitude toward the ad (A_{ad}) has been postulated to be a causal mediating variable in the process through which advertising influences brand attitudes and purchase intentions. Previous conceptual and empirical research on this topic has suggested four alternative models of the relationships between brand-related cognitive, affective, and conative responses and ad-related cognitive and affective responses. The authors describe a structural equations analysis of these four models, utilizing two data sets generated within a commercial pretest setting. The results suggest that a dual mediation hypothesis, which postulates that A_{ad} influences brand attitude both directly and indirectly through its effect on brand cognitions, is superior to the other three models under the particular set of conditions in the pretest setting.

Using the Theory of Signal Detection to Improve Ad Recognition Testing, SURENDRA N. SINGH and GILBERT A. CHURCHILL, JR., November, 327–336.

Recognition tests are a very popular means of assessing the memory effectiveness of advertisements. Unfortunately the recognition scores obtained by current methods reflect both the memory for an advertisement and the response biases of the respondents. The authors introduce the theory of signal detection (TSD) which can be used to secure independent estimates of memory and response bias in recognition tests. They discuss how TSD can be used to improve ad recognition testing.

ATTITUDE THEORY RESEARCH

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February, 33–40.

The author proposes an alternative approach for measuring consumer preferences by using limited information. The approach differs from the current popular approaches in that once the nonpreferred choice alternatives are identified, no further information on them is obtained. Behavioral rationale as well as theoretical support underlying the proposed approach is provided. The author reports an empirical investigation and two Monté Carlo studies comparing the performance of the proposed approach with that of metric conjoint analysis, which is a corresponding approach based on "full" information, and an OLS approach that uses information on the preferred alternatives only. Finally, the implications, advantages, and limitations of the proposed approach are discussed.

Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, C. WHAN PARK and S. MARK YOUNG, February, 11–24.
See "Advertising and Media Research"

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May, 130–143.
See "Advertising and Media Research"

BRAND CHOICE

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February, 33–40.
See "Attitude Theory Research"

Comment on "Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study," ROBERT W. SHOEMAKER, February, 78–82.
See "Pricing Research"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August, 250–260.
See "Pricing Research"

Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, May, 89–100.
See "Buyer Behavior"

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May, 177–183.
See "Buyer Behavior"

Salience Effects in Brand Recall, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, November, 363–369.
See "Information Processing"

BUYER BEHAVIOR

Agendas and Consumer Choice, JOHN R. HAUSER, August, 199–212.

An agenda (either implicit or imposed) is a set of constraints on the order of selecting or eliminating choice alternatives. It can be "top down," "bottom up" (as a tournament), or more general. The author's analytic results identify which probabilistic choice rules are affected by agendas and when they are affected. The results also illustrate how agendas might be used to enhance target products. Examples and behavioral hypotheses are provided and the implications of the results for marketing management are discussed.

An Approach to the Measurement of Consumer Preferences Using Limited Information, NARESH K. MALHOTRA, February, 33–40.
See "Attitude Theory Research"

Analysis of Referral Networks in Marketing: Methods and Illustration, PETER H. REINGEN and JEROME B. KERNAN, November, 370–378.

Though many marketers—particularly those in the service sector—depend on word of mouth (WOM) for referrals, the traditional sample survey methodology used in previous WOM research does not explicate the interpersonal nature of informal communication. The authors propose network analysis as an alternative method for research on referral behavior. The sampling, data-gathering, and analytic aspects of referral network analysis are described in general terms and illustrated with a case study which, in addition to yielding interesting descriptive information about a service marketer's referral network, affords a test of the strength-of-ties hypothesis in influencing referral flows.

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May, 184–188.
See "Measurement"

Effects of Competitive Context and of Additional Information on Price

Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August, 250–260.
See "Pricing Research"

Effects of Consumer Expectations on Information Processing in Selling Encounters, MITA SUJAN, JAMES R. BETTMAN, and HARISH SUJAN, November, 346–353.
See "Information Processing"

Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data, BARBARA E. KAHN, MANOHAR U. KALWANI, and DONALD G. MORRISON, May, 89–100.
The authors propose a taxonomic framework for defining and measuring alternate forms of variety-seeking and reinforcement behavior. This framework is composed of seven simple and testable models that capture the spirit of most of the models offered in the marketing literature in this area. The models are tested on panel data for 16 brands in five separate product categories. In addition, simulations are run to examine the effects of violations of the modeling assumptions. The analyses provide insights about variety-seeking and reinforcement tendencies which may be of benefit to the marketing manager.

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May, 177–183.
A model is formulated to express the relationship between first-order Markov transition probabilities for a multibrand market and explanatory variables. The author shows that the parameters for the model can be estimated through a proposed restricted weighted least squares procedure. An empirical implementation of the estimation procedure illustrates the structure, goodness of fit, and predictive validity of the proposed model.

The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations, SCOTT B. MacKENZIE, RICHARD J. LUTZ, and GEORGE E. BELCH, May, 130–143.
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Using the Theory of Signal Detection to Improve Ad Recognition Testing, SURENDRA N. SINGH and GILBERT A. CHURCHILL, JR., November, 327–336.
See "Advertising and Media Research"

CHANNELS OF DISTRIBUTION

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May, 101–110.
The results of the study show the robustness of two utility-based negotiation theories—group decision theory and Nash's bargaining solution—in accurately predicting outcomes of a marketing channel laboratory simulation in which power and information conditions were varied. Both theories significantly outperformed the predictions of a random model. Nash's theory performed better than group decision theory.

Dealer Perceptions of Manufacturer Power and Influence Strategies in a Developing Country, SUDHIR H. KALE, November, 387–393.
The author reports a field study of dyadic channel relationships in India. Among the findings is that a manufacturer's perceived power is related positively to the frequency of use of relatively high pressure influence strategies by its field representatives. The need to conduct studies across several industries and countries is underscored by the study findings.

Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources, JOHN F. GASKI, February, 62–77.
Several distribution channel studies have examined the effects of various sources of a channel member's power on such phenomena as power, conflict, and satisfaction. However, as causal relationships *among* these power sources have not been considered, the author investigates some aspects of this issue. Specifically, the effects of reward and coercion on the expert, referent, and legitimate power sources in a marketing channel are identified. Results indicate that (1) a supplier's application of reward and punishment does affect the strength of its other three power sources and (2) these relationships exert a major influence on whatever impact reward and coercion may have on other channel phenomena such as supplier power and dealer satisfaction. The implication of this finding of a compound effect of the use of certain power sources is that channel entities should be even more circumspect about such action than would be advised on the basis of prior research in this area.

Perceptions of Interfirm Power and Its Use Within a Franchise Channel of Distribution, GARY L. FRAZIER and JOHN O. SUMMERS, May, 169–176.
Data from a field study of the automobile distribution channel are used to examine how dealers' perceptions of their manufacturers' power are related to the latter's use of coercive and noncoercive influence strategies. Dealers' reports about their manufacturers' reliance on the various influence strategies also are related to dealers' attitudes toward their manufacturers and the dealers' own use of selected influence strategies.

Power and Goal Setting in Channel Negotiations, LEIGH McALISTER, MAX H. BAZERMAN, and PETER FADER, August, 228–236.
The authors investigate the use of a moderately high externally set profitability constraint as a goal-setting mechanism for controlling channel negotiators. Equal and high power channel members are shown to be made more profitable by the constraint. Low power channel members are shown to be made less profitable by the same constraint. The analysis is done in the context of an experimental market simulation that reveals the impact of the constraint and power variables on both quantity and quality of transactions completed as well as dynamics of negotiations over time.

ECONOMETRIC MODELS

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August, 291–297.
The data interval bias issue in econometric studies of the relationship between advertising and sales first was discussed in *JMR* by Clarke in 1976. Within the last few years, several studies reported in the marketing literature have investigated the modeling of sales-advertising relationships with temporally aggregated data. Weiss, Weinberg, and Windal developed an aggregate form of the brand loyal model for data aggregated over time and compared their estimates of micro-level parameters with those derived from an alternative approximation developed by Bass and Leone. The authors use simulated data and empirical data to compare the performance of the two approximation approaches.

Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, November, 379–386.
The authors briefly review the literature associated with the au-

tocorrelated current effects model and present a simple procedure that recovers its parameters from time-aggregated data when the level of aggregation is known. The procedure is based partly on the estimation of a first-order autocorrelation coefficient. The procedure is illustrated and its properties are compared with those of a GLS procedure by means of a Monté Carlo experiment. In many of the tested cases, there is good recovery of the microparameters with aggregated data.

Interpreting LISREL Estimates of Explained Variance in Nonrecursive Structural Equation Models, JESSE E. TEEL, JR., WILLIAM O. BEARDEN, and SUBHASH SHARMA, May, 164–168.
See "Regression and Other Statistical Techniques"

Intervention Analysis of a Field Experiment to Assess the Buildup Effect of Advertising, LAKSHMAN KRISHNAMURTHI, JACK NARAYAN, and S. P. RAJ, November, 337–345.
See "Advertising and Media Research"

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August, 286–290.
See "Regression and Other Statistical Techniques"

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August, 281–285.
See "Regression and Other Statistical Techniques"

Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August, 298–304.

The authors investigate the measurement of the sales-advertising relationship with temporally aggregated data. Previous work has produced encouraging results for recovering micro-level parameters of the brand loyal model from data aggregated over time, but the Koyck model has not been studied in this context. The authors develop methods for recovering micro parameters of the Koyck model and extend the results for the brand loyal model. The results are supported by simulation experiments examining both asymptotic and small-sample properties.

FORECASTING

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May, 177–183.
See "Buyer Behavior"

INDUSTRIAL MARKETING

An Analysis of Alternative Causal Models of Salesperson Role Perceptions and Work-Related Attitudes, LOUIS W. FRY, CHARLES M. FUTRELL, A. PARASURAMAN, and MARGARET A. CHMIELEWSKI, May, 153–163.
See "Salesforce Research"

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May, 101–110.
See "Channels of Distribution"

Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources, JOHN F. GASKI, February, 62–77.
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INFORMATION PROCESSING

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Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, C. WHAN PARK and S. MARK YOUNG, February, 11–24.
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Effects of Consumer Expectations on Information Processing in Selling Encounters, MITA SUJAN, JAMES R. BETTMAN, and HARISH SUJAN, November, 346–353.

The study findings suggest that prior expectations about salespeople affect how consumers process information in a selling situation. When the salesperson is seen as typical, product evaluations are unaffected by the quality of the product arguments cited. Thought listing and recall data provide additional support for the notion that analytical processing of information occurs only when the salesperson is discrepant from expectations.

Salience Effects in Brand Recall, JOSEPH W. ALBA and AMITAVA CHATTOPADHYAY, November, 363–369.

The effects of brand salience on brand recall were investigated in five experiments, each involving a different product category. The authors demonstrate that increasing the salience of a single brand can significantly impair unaided recall of competing brands. The effect was observable even in the early stages of the recall process.

LOCATION ANALYSIS

An Approach to Determining Optimal Locations for New Services, AVIJIT GHOSH and C. SAMUEL CRAIG, November, 354–362.

Designing a network of service centers involves a tradeoff between the revenue likely to be generated by providing a high level of service and the cost of operating the service network. The authors develop a procedure for determining the location and design strategies for new services using a modified maximal covering location-allocation model. The network optimization procedure relies on direct assessment of consumer sensitivity to distance and nondistance factors through conjoint analysis and simultaneously determines the network size, location of outlets, price, and operating characteristics.

MEASUREMENT

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May, 184–188.

Continued interest in diffusion theory and product innovation research necessitates the sound measurement of such constructs as opinion leadership. The author assesses the psychometric properties of the King and Summers self-designating scale of opinion leadership and proposes a modified scale of opinion leadership. The revised scale is found to have higher internal consistency reliability and better nomological and known-groups validity.

Checking the Success of Manipulations in Marketing Experiments, BARBARA C. PERDUE and JOHN O. SUMMERS, November, 317–326.

The authors discuss several issues in the timing, construction, and analysis of manipulation and confounding checks in marketing experiments. A review of 34 experiments involving latent independent variables reported in the *Journal of Marketing Research* over the past decade suggests that most researchers are familiar with the concept of manipulation checks but few systematically evaluate potential sources of confounding in experimental manipulations. Three

alternative approaches for assessing the construct validity of experimental manipulations also are discussed.

Correspondence Analysis: Graphical Representation of Categorical Data in Marketing Research, DONNA L. HOFFMAN and GEORGE R. FRANKE, August, 213–227.
See "Scaling Methods"

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August, 250–260.
See "Pricing Research"

Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation, FRANK M. BASS and ROBERT P. LEONE, August, 291–297.
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See "Econometric Models"

Interpoint Distance Comparisons in Correspondence Analysis, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August, 271–280.
See "Scaling Methods"

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August, 286–290.
See "Regression and Other Statistical Techniques"

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August, 281–285.
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Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models, VINAY KANETKAR, CHARLES B. WEINBERG, and DOYLE L. WEISS, August, 298–304.
See "Econometric Models"

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February, 1–10.
See "Research Design"

NEW PRODUCT RESEARCH

Effects of Television Commercial Repetition, Receiver Knowledge, and Commercial Length: A Test of the Two-Factor Model, ARNO J. RETHANS, JOHN L. SWASY, and LAWRENCE J. MARKS, February, 50–61.
See "Advertising and Media Research"

ORGANIZATIONAL BUYER BEHAVIOR

Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context, JEHOSHUA ELIASHBERG, STEPHEN A. LaTOUR, ARVIND RANGASWAMY, and LOUIS W. STERN, May, 101–110.
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Power and Goal Setting in Channel Negotiations, LEIGH McALISTER, MAX H. BAZERMAN, and PETER FADER, August, 228–236.
See "Channels of Distribution"

PRICING RESEARCH

Comment on "Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study," ROBERT W. SHOEMAKER, February, 78–82.

A 1979 study by Simon made several important contributions to the analysis of price elasticity over the brand life cycle. However, the author suggests that the elasticity estimator used in that study is not sufficiently flexible under certain conditions and may lead to incorrect tests of the Mickwitz hypothesis on price elasticity.

Effects of Competitive Context and of Additional Information on Price Sensitivity, JOEL HUBER, MORRIS B. HOLBROOK, and BARBARA KAHN, August, 250–260.

Previous marketing research on the effects of price has tended to ignore the role of such moderating variables as competitive context and the availability of additional information. The authors presented subjects with forced-choice decisions in several product categories. Using a multinomial logit formulation to measure price sensitivity, they find relatively lower price sensitivity (1) when a brand is placed at the upper price-quality boundary of a choice set rather than in the middle, (2) when only brand names are provided as opposed to only quality ratings, and (3) when quality information is added to available brand-name information. They discuss the theoretical and managerial implications of these findings.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

A Simulation Study of Factor Score Indeterminacy, FRANK ACITO and RONALD D. ANDERSON, May, 111–118.

Though factor analysis continues to be one of the most frequently used multivariate techniques, its value has been questioned because of the indeterminacy of factor scores. The authors review the literature on factor score indeterminacy and discuss the implications of indeterminacy for research practice. A simulation experiment is used to investigate the effects of characteristics of the factor analytic data set on the accuracy of factor score estimation. Indeterminacy is found to depend critically on the level of communality and to be detected more accurately via image factoring than by principal axis or principal component analysis.

Interpreting LISREL Estimates of Explained Variance in Nonrecursive Structural Equation Models, JESSE E. TEEL, JR., WILLIAM O. BEARDEN, and SUBHASH SHARMA, May, 164–168.

The LISREL method of computing explained variance for nonrecursive structural equation models is compared with alternative computational procedures. Explained variance estimates produced by LISREL are shown to be influenced by equation disturbance terms in nonrecursive models. The analysis demonstrates the need for caution in interpreting explained variance estimates in models with reciprocal feedback loops and/or errors correlated across equations.

Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach, FRED S. ZUFRYDEN, May, 177–183.

See "Buyer Behavior"

Percentiles of LINMAP Conjoint Indices of Fit for Various Orthogonal Arrays: A Simulation Study, GARY M. MULLET and MARVIN J. KARSON, August, 286–290.

The authors present and examine simulated probability distributions for the index of fit of the LINMAP estimation algorithm as used in conjoint analysis. Important percentiles in both tails of the distributions are shown in tables for different orthogonal array experimental designs. Practical applications are suggested.

Pooling Logit Models, HUBERT GATIGNON and DAVID J. REIBSTEIN, August, 281–285.

The typical testing for equality of parameters across several response functions cannot be performed when the dependent variable is a probability. The authors investigate the pooling issues of the response fuction when the model is specified as a transformational logit. Various estimation methods are compared and an iterative generalized least squares procedure is proposed for testing the poolability of transformational logit response functions.

RESEARCH DESIGN

Effectiveness of Multiple Request Strategies: A Synthesis of Research Results, EDWARD F. FERN, KENT B. MONROE, and RAMON A. AVILA, May, 144–152.

See "Sampling and Survey Methods"

Humanistic Inquiry in Marketing Research: Philosophy, Method, and Criteria, ELIZABETH C. HIRSCHMAN, August, 237–249.

As the conception of what marketing is has evolved, so must the methods of inquiry also evolve. Marketing now is viewed as a socially constructed enterprise. Thus, what is needed are inputs from the humanistic modes of inquiry developed specifically to address socially constructed phenomena. The author discusses three central aspects of humanistic inquiry, (1) the philosophy and metaphysic of humanism, (2) the methodology of humanistic research, and (3) the criteria appropriate for evaluating studies conducted in the humanistic mode. Humanistic inquiry is compared specifically with the positivist approach currently used by most marketing researchers. Guidelines are provided to assist researchers who may wish to implement the humanistic approach in their own research programs.

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February, 1–10.

The purpose of the article is to propose and empirically test a model of the relationships among research design variables and the psychometric criteria of reliability, convergent validity, discriminant validity, and nomological validity, and among the psychometric criteria themselves. A fundamental premise of the article is that these relationships are much more complex than a casual analysis would suggest. More specifically, though all of the research design variables and psychometric criteria are related at a conceptual level, there is no necessary relationship between many of the variables at an empirical level. Meta-analysis techniques are applied to 162 measures found in the marketing literature to examine the relationships among the research design choices of sampling characteristics, measure characteristics, and measure development processes and the various psychometric criteria of measure quality. The proposed model makes predictions for positive, negative, and no effects relationships. All of the hypotheses in the model except one are supported, with systematic variance apparently the common element producing correlations among the various indicants of measure quality. The primary conclusion is that researchers must pay much greater attention to non-empirical evidence when judging construct validity. Three recommendations are offered for measurement research in marketing.

SALESFORCE RESEARCH

An Analysis of Alternative Causal Models of Salesperson Role Perceptions and Work-Related Attitudes, LOUIS W. FRY, CHARLES M. FUTRELL, A. PARASURAMAN, and MARGARET A. CHMIELEWSKI, May, 153–163.

Data from a salesforce of a national industrial manufacturer were used to test relationships among leadership, role conflict and ambiguity, job satisfaction, and job anxiety. Two alternative models were evaluated. One model proposes that job anxiety leads to dissatisfaction and the other that job anxiety is a consequence of dissatisfaction. Results reveal a converged theoretical model. A need for further theorizing on causal relationships among various satisfaction facets and role variables is apparent. Contrary to previous research findings, no causal linkages are found between job anxiety and satisfaction.

Selling Activity and Sales Position Taxonomies for Industrial Salesforces, WILLIAM C. MONCRIEF III, August, 261–270.

The author develops a comprehensive inventory of selling activities and uses it to analyze the jobs of 1393 salespeople employed by 51 industrial selling organizations. He also develops a taxonomy of sales activities based on frequency of occurrence of 121 sales activities. In addition, a taxonomy of six industrial sales jobs is created from configurations of sales activity factors. Managerial implications of the findings are discussed and directions for further research are proposed.

Smarter Versus Harder: An Exploratory Attributional Analysis of Salespeople's Motivation, HARISH SUJAN, February, 41–49.

Previous research has focused on salespeople's motivation to work harder. An important but neglected aspect of salespeople's motivation is their desire to improve the direction in which they work, termed "working smarter." Using an attributional perspective, the author examines factors that differentially influence these two components of motivation.

The Influence of Career Stages on Salespeople's Job Attitudes, Work Perceptions, and Performance, WILLIAM L. CRON and JOHN W. SLOCUM, JR., May, 119–129.

The study examines salespeople in four distinct career stages. The career stages literature suggests that people's psychological and sociological needs differ among these stages. General support for the theory is found. Job performance and attitudes were influenced by different career stages. The relationship of a salesperson's performance with personal, strategic, and territory factors also is found to vary according to career stage.

SAMPLING AND SURVEY METHODS

Effectiveness of Multiple Request Strategies: A Synthesis of Research Results, EDWARD F. FERN, KENT B. MONROE, and RAMON A. AVILA, May, 144–152.

Foot in the door and door in the face have been cited frequently as effective strategies for gaining compliance with behavioral requests. However, research efforts to confirm these two phenomena have produced mixed results. After deriving predictions about how the favorability of available information influences compliance, the authors report a synthesis of research results for both paradigms. Combined effect sizes across research results for several moderating

variables are compiled. Implications for theoretical, empirical, and practical application of the syntheses are discussed.

SCALING METHODS

A Simulation Study of Factor Score Indeterminacy, FRANK ACITO and RONALD D. ANDERSON, May, 111–118.
See "Regression and Other Statistical Techniques"

Assessment of the Psychometric Properties of an Opinion Leadership Scale, TERRY L. CHILDERS, May, 184–188.
See "Measurement"

Correspondence Analysis: Graphical Representation of Categorical Data in Marketing Research, DONNA L. HOFFMAN and GEORGE R. FRANKE, August, 213–227.
Correspondence analysis is an exploratory data analysis technique for the graphical display of contingency tables and multivariate categorical data. Its history can be traced back at least 50 years under a variety of names, but it has received little attention in the marketing literature. Correspondence analysis scales the rows and columns of a rectangular data matrix in corresponding units so that each can be displayed graphically in the same low-dimensional space. The authors present the theory behind the method, illustrate its use and interpretation with an example representing soft drink consumption, and discuss its relationship to other approaches that jointly represent the rows and columns of a rectangular data matrix.

Interpoint Distance Comparisons in Correspondence Analysis, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, August, 271–280.
Correspondence analysis is a metric technique for finding a spatial representation of data that has particular applicability to the analysis of cross tabulations (or contingency tables). The authors focus on some of the geometric underpinnings of the procedure and the kinds of statements that can be made about interobject similarity based on a distance model. In particular, a rationale is developed, along with a scaling of coordinates, that enables one to compare both between-set and within-set squared distances. This scaling differs from the conventional scaling currently used in correspondence analysis, where only one set of distances usually are compared.

Relationships Among Research Design Choices and Psychometric Properties of Rating Scales: A Meta-Analysis, J. PAUL PETER and GILBERT A. CHURCHILL, JR., February, 1–10.
See "Research Design"

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Interpoint Distance Comparisons in Correspondence Analysis, J. DOUGLAS CARROLL, PAUL E. GREEN, and CATHERINE M. SCHAFFER, (August), 271–280.
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An Approach to Determining Optimal Locations for New Services, AVIJIT GHOSH and C. SAMUEL CRAIG, November, 354–362.
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